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CANADIAN MOVING PICTURE
Digest

RAY LEWIS
EDITOR AND
PUBLISHER
HERMANT BLDG.
21 Dundas Square
TORONTO

THIRTY-SEVENTH YEAR OF PUBLICATION 1915-52

Vol. 44 No. 18 17 | TORONTO, CANADA | April 26, 1952

Red Herring or Red Bait?

I KNOW very little about the work of the American Legion, but have had some knowledge of this organization when I was president of the Ladies Auxiliary of the Wingate Branch, 256, Canadian Legion, B.E.S.L.

In that office, and as a member of the Canadian Legion, our officers and members joined, in certain celebrations, with branches of the American Legion in the U.S., on the occasion of Peace Day parades, or memorial military ceremonies.

The Canadian Legion, directs its services to veterans of World War I and the soldiers of World War II. It interests itself principally in rehabilitation, in soldiers pensions for disabled veterans, war widows, the families of deceased soldiers and work directed in such channels. It has supported recruiting drives and formed guards of honor for certain events.

I have heard that the Canadian Legion investigated a number of names, not connected with our industry, but did not dictate to any industry in Canada, or threaten any industry with whom these names were connected.

I have never heard of the Canadian Legion picketing any merchant's place of business, or any industry.

The dictatorship-attitude of the American Legion, in respect to the American Motion Picture Industry, its threat to picket theatres in the U.S., showing certain films, certainly appears to be a trespass on human rights, and on private enterprise, it presents a form of military-cloaked dictatorship, for which there appears to be no excuse in a democracy.

I am not a lawyer, but the action of the American Legion, and its threat, is so contrary to common sense, that I must conclude that it is illegal.

I have always believed, that picketing was a form of privilege which organized labor could legally use to support wage and other labor demands from employers, when other forms of conciliation have failed.

If the American Legion has a legal right to picket, and I doubt whether it has such a legal right, such a right would be confined within certain boundaries, and would be obliged to have a justification for such drastic action.

The government's Un-American Activities Committee has worn the communistic-infiltration-cloak threadbare, and at the grand finale what did it accomplish other than smearing our industry?

The whole business took on the form of a fox-hunt, good sport for the hunters, riding on the horse of a Legislative Assembly, and finishing up with a brush or two, a grand finale which inspires us to quote, "thereby hangs a tail."

However, the Un-American Activities Committee, right or wrong in its crusade, was still a government-appointed committee, and had a legal backing to give support to its procedure, but who has given such power and legal status to the American Legion?

Some of the people of the United States, observing the military dictatorship of the American Legion must be wondering how far the military rule and dictatorship would go, in the event that a war-general became the president of the United States?

The late Rt. Hon. Lloyd George, Prime Minister of England, and the Rt. Hon. Winston Churchill, Prime Minister of England, cannot be cited as examples of military commanders becoming rulers of a nation. History has revealed, that at the close of World War I, Prime Minister Lloyd George was not returned to power, and at the close of World War II, Prime Minister Winston Churchill was not returned to power.

There is an instinctive opposition in the minds of the people towards military dictatorship, perhaps, the people believe that the military has too much knowledge in the use of guns. Governments and their ministers, in democratic countries, call on the army, only as a last resort, in an emergency.

The American Legion has a gun in its hand, even if that gun is not a literal fact, and I do not believe that the American people are in favor of the American Legion taking over as dictators of the American Film Industry.

The American Legion was formed in 1919, to "perpetuate a one hundred percent Americanism," and "promote peace and good will on earth," among its aims. Its membership was composed of former members of the American Expeditionary Force, and others in army service in World War I. No doubt its membership includes those on active service in World War II, similar to changes in membership made by the Canadian Legion.

Perhaps, the aim "to perpetuate one hundred percent Americanism," may be the excuse for its dictatorship attitude towards the American Film Industry, but an excuse does not furnish a good and sufficient reason or a right, and "one hundred percent Americanism," is not achieved in a Democracy by a military dictatorship, or by a trespass on human rights and private enterprise.

Since the largest percentage of our motion pictures come to Canada from producers in the U.S., the Canadian Film Industry is concerned with any attacks on the American Film Industry.

In Dec. 1951, The American Legion magazine had an article captioned, "Did the Movies Really Clean House." This story followed the House Un-American Activities Committee's investigation, accusation and interrogation.

The magazine article stressed, that communists were members of the American Film Industry, and to back up this statement added, "The complete house-cleaning job in Hollywood remains to be done."

No one in our industry, according to my knowledge, replied to this Ameri-

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PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
21 DUNDAS SQUARE - TORONTO

FUSS, FEATHERS AND FACTS!

There's an old show business term called "twenty-four sheeting the boss." It means putting up a poster near his house so he'll be impressed.

The wise showmen of film business are not fooled by window-dressing. They want to know how *they're* benefiting.

When the speeches and fireworks are over, when the smoke lifts, it's always M-G-M that has done the nationwide saturation job, advertising that reaches into every exhibitor's community.

M-G-M's Giant New Ad Campaign Begins!

Our latest and greatest effort is "M-G-M's Movie-of-the-Month Calendar" ads pre-selling 3 big M-G-M pictures each month. 18 National magazines are used. By a unique plan of rotating titles each picture is advertised over a period of 3 months, thereby achieving a cumulative readership impact of 156,370,000. *(Below is a small reproduction of a typical full-page, four-color Calendar ad.)*

For example:

May issues will advertise "Skirts Ahoy!", "Scaramouche", "Lovely To Look At."

June issues advertise "Scaramouche", "Lovely To Look At", "Ivanhoe."

July issues will advertise "Lovely To Look At", "Ivanhoe", "The Merry Widow."

P. S. And remember that M-G-M's new Calendar ads are *in addition* to our many other promotional activities: Picture-of-the-Month column (62 million readership), newspaper teaser ads, regular spot radio announcements in 33 cities, full-page color ads in American Weekly, Pictorial Review, Parade, This Week.

ONLY ONE COMPANY DOES IT!

JUNE
MGM
Movie-of-the-Month Calendar
"SCARAMOUCHE" starring STEWART GRANGER, ELEANOR PARKER, JANET LEIGH, MEL FERRER, brings to the screen Rafael Sabatini's swashbuckling story of the most fabulous adventurer in a romantic era! M-G-M's spectacular "Movie Of The Month" for June filmed in the glory of color by TECHNICOLOR!
"LOVELY TO LOOK AT" starring KATHRYN GRAYSON, RED SKELTON, HOWARD KEEL, dancers MARGE and GOWER CHAMPION, ANN MILLER in a musical gay as Paris... in color by TECHNICOLOR! An eye-filling treat for July!
JULY
AUGUST
"IVANHOE" stars ROBERT TAYLOR, ELIZABETH TAYLOR, JOAN FONTAINE, GEORGE SANDERS, EMLYN WILLIAMS in Sir Walter Scott's exciting story enriched with color by TECHNICOLOR!
"From the company that gave you" Quo Vadis"!

RAY PRESENTS

ALFRED DAFF, the Vice-President and Director of World Sales of Universal-International; the Domestic Sales Manager, Charles Feldman; the Southern and Canadian Sales Manager, Frank McCarthy, were special visitors and guests of A. W. Perry, President of Empire-Universal Films Limited and of Paul Nathanson, Vice-President, at a luncheon at the King Edward Hotel, Thursday, April 17th, at which luncheon were present executives of Canadian Circuit Theatres, staff members and executives of Empire-Universal, the trade press, buyers, theatre managers, chief bookers, theatre supervisors, divisional managers, in all a most representative gathering in the field of exhibition.

Mr. Perry officiated as chairman, and Leonard Brockington, Q.C., C.M.G., and John J. Fitzgibbons, C.B.E., both presidents of important circuits of theatres in Canada, each in their turn must have impressed our American visitors, with being very able men, in the operation of circuit theatres, and it is certain, that the representatives of Canadian Theatre Exhibition were equally impressed with Universal-International's manpower, as represented by our host, his personnel and his visiting guests.

ALFRED DAFF, Vice-Pres. and Director of World Sales, has covered most countries of the world, where motion pictures are shown. He told us he had been in every country in the world, but four countries.

Born in Australia, Mr. Daff appears to have been born for the position which he is now holding as Director of Universal-International World Sales.

In commenting on Universal-International's 40th year celebration, Mr. Daff mentioned a long list of Firsts for this pioneer-company, which opened the first motion picture studio in Hollywood, Universal City, a city within a city, about 1913.

By the time the majors became aware of a European Film market, Universal Films was well-established in the foreign film markets, this the writer discovered during her visit to Europe in 1919.

Mr. Daff stated, that his company had no millions of dollars to spend on Arty Pictures, the Universal production policy was directed towards the making of pictures for Universal exhibitors, and for mass appeal, his company, however, did intend to produce some specials or big pictures, big from the stand-point of star-value names, such as The World In Arms, starring Gregory Peck.

AS A world traveller and observer, Mr. Daff stated, that there are four countries destined to be big countries of the future, Brazil, Canada, Australia and South Africa. He expressed a hope that Universal would keep pace in Canada with the growth of this country.

Charles Feldman, Domestic Sales Manager, commented on the growth of business for his company, as revealed in his company's annual reports, the increase in the volume of business, and the addition of hundreds of exhibitors' theatres showing Universal pictures all year round.

FRANK McCARTHY, Southern and Canadian Sales Manager, is no stranger to Canada, for he is a veteran of Universal, in charge of Canadian Sales, he knows the score and the potentialities of this market for his company's product.

Canada was the last country to be visited by the Universal-International Vice-President, Mr. Daff, on his world-wide good-will and sales promotion tour. "But," said Mr. Daff, "this is a tribute to Alf Perry, in whose ability and energetic salesmanship we have every confidence."

THE luncheon was well-organized, the speakers spoke briefly, but pungently, in trade language, to the trade, the lunch was excellent, and our host, Al Perry, had every reason to be pleased at the representative gathering at the luncheon, and the interest created by his visiting guests.

The Digest reminded Mr. Daff to add, among his long list of Firsts for Universal-International, the first publication of a film trade magazine in Canada, published by Canadian Universal Films Ltd., back in 1913-14, issued under the Trademark of Universal Bulletin, and with Bill Bach as its editor. In 1915, Universal Bulletin was absorbed by the Canadian Moving Picture Digest, the first national film trade paper in Canada.

AN interesting news item was the disclosure that, Traffic in Souls, cost $7,000 to produce in 1913, and earned $450,000. Thirty theatres played, Traffic in Souls, day and date. Universal produced the first million dollar picture, Foolish Wives, which Eric Von Stroheim directed, in 1922.

I remember all the excitement concerning this picture, over which one million dollars, little, mighty Carl Laemmle shed real tears, and Von Stroheim became known as the million dollar producer whom everyone feared.

IN 1917, Universal produced and distributed the first newsreel, and, Universal, also, was the first company to introduce a woman as a director, Lois Weber; Universal produced the first expedition picture, Africa Hunt, about 1912, and the first Biblical picture, Samson, in 6 reels, in 1913.

Reading back into the history of our Industry, we find Carl Laemmle and Harry Warner both fighting the big combine of those early days, and winning the freedom of the screen for private and independent enterprise. No one can forget Claire Hague, who opened offices for Canadian Universal Films in Canada, and remained with this company up to the time of his death.

Carl Laemmle was a fighting showman, but a delightful and interesting little man, who said all that he had to say, "straight from the shoulder," and who, at one time, did more gross in business in Europe, with Universal pictures, than any other major company in operation. Uncle Carl Laemmle was a beloved personality, and it was my privilege to know him and to esteem him as my friend.

Toronto and District

BILL PRESS

Jack Arthur appears to be getting plenty of outside help in arranging for the headline attraction at this year's grandstand pageant of the Canadian National Exhibition, of which he is the producer.

Martin and Lewis, Paramount comics, have been mentioned by Jack Arthur himself as a possibility, but other prospects have been suggested to him, such as Barbara Ann Scott and Tommy Trinder.

British Comedian Trinder, recommended by Mayor Allan Lamport, is reported to be in line for the 1953 grandstand performances.

The special event of the spring season at the Centre Theatre, Peterboro, was the one-day engagement on April 23 of The Barber of Seville and Adventure in Music with Jose Iturbi.

Tickets were sold in advance and the prices scaled from 60c to $1.

A number of Toronto theatres catered to the juvenile clientele during the Easter holidays. On each of the six days, a cartoon show was presented at the Uptown Theatre, commencing at 10 a.m., the admission for children under 12 years of age being 25 cents.

Toronto Variety Tent No. 28 held its monthly meeting April 22 in the clubrooms as a send-off for the large deputation to the International convention at Las Vegas, Nev., late in the month.

The party is being headed by Chief Barker and Mrs. R. W. Bolstad, and those making the trip, including both members and wives, were expected to number 17, an excellent representation.

An unusual mishap befell Carrie Boswell, 28-year-old cashier of the York Theatre, Hamilton, when she was overcome by fumes from the furnace, according to firemen, as she was seated in the boxoffice.

A patron found the lady slumped over the counter and she was carried into the office where she was given inhalator treatment by the fire department for 15 minutes. She was rushed to Hamilton General Hospital in a police car for further attention but was permitted to go home.

Firemen said the gas had seeped through a flue into the boxoffice.

Mr. Leonard Herberman, formerly of Columbia Pictures, has joined Astral Films Limited in the capacity of Booker.

Vancouver News

JACK DROY

Canadian Picture Pioneers (Vancouver) will hold a stag at Peter Pan Cafe on April 17, and a movie ball on Sunday June 1 at the Cave Supper Club. The newly elected executives are: Mike Goldin, President; Bill Myers, Vice-President and Steve Rolston as Secretary-Treasurer, look like putting some life in the local CPP. Jack Droy of the Digest is chairman of the Membership Committee, Howard Boothe of Finance, and Sydney Summers of the Entertainment Committee. Charlie Nelson of State Theatre and Bill Forward of General Theatre Supply are new members of CPP. Local branch now has 80 members and the 1952 objective is at least a hundred members.

British Columbia claim two of the oldest members in Canadian Show Business both nearly 80 years old and have been exhibitors for over a half a century; they are Edward Bickle who operates four theatres in the Cumberland-Courtney district of Vancouver Island, and Hector Quagliotti of the Colonial Theatre in downtown Vancouver. Both are still active, operating their theatres and are in good health.

Odeon and Famous Players cut out advertising their Suburban theatre programs in the Vancouver News Herald, the lone morning paper. Rose Isman, W-B secretary, resigned to await a visit from the stork. Dave Gillfillan, manager of JARO 16 mm., on the sick list for the past six months, has resigned. Dorothy Graham is looking after the local office until a manager is appointed. The Lougheed Drive-in theatre at Burnaby is featuring a buck-a-car-load one night weekly, all occupants of car being admitted for $1.

THE CANADIAN MOVING PICTURE DIGEST
Entered as Second Class Matter
RAY LEWIS
Editor-in-Chief

Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED
21 Dundas Square - Toronto
Telephone: WAverley 8696
Cable: Raydigest

Established 1915. Publication weekly.
Subscription: $5.00 yearly

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WILL McLAUGHLIN.....Ottawa, Ont.
BILL PRESS.....Toronto, Ont.

Maritime News

By ALICE L. FAIRWEATHER

With the cleared roads have come an influx of exhibitors to Saint John, including Harry Adkins of the Pine, Richibucto, N.B.; Romeo Nolan, The Roxy, Buctouche; Mr. and Mrs. J. A. Williams of the Capitol, Chipman; Colin and Bill Dansen of the Strand, Sussex; E. Glendenning, the Capitol, Hillsboro; and John Coughlin of the Happy Hour, Grand Manan, N.B.

The Greatest Show on Earth broke all records at the Paramount Theatre, Saint John and was a delightful and entertaining film, suitable for all ages. It was good to see parents and children alike enjoying it among the large crowds attending.

Mr. Murray Bishop, operator in the F. G. Spencer Company Ltd. theatres at Truro, N.S. lost his father recently. Sympathy is extended to Murray and his mother.

It has been announced that the Odeon-Garson Joint Venture of Saint John, N.B., have acquired the Empire Theatre, on Coburg Street, Saint John and will operate it. The Empire has been owned and operated by the Saint John Amusement Company, Messrs Vassis and Demerson, sometimes showing vaudeville.

Jack Bellemy, manager at Saint John for Empire-Universal is delighted with the success Bend of the River had at the Casino, Halifax, N.S. where it showed for nine days.

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WALKER PLASTIC MOLDED SCREENS
ADLER MARQUEE FRAMES AND LETTERS

Red Herring or Red Bait

(Continued from Page 1)

can Legion magazine article, which concluded its story with "only an aroused public opinion is likely to exert the necessary pressure to cleanse Hollywood of all communistic influence."

It is of interest to note, that despite the thousands of personal appearances made by members of the American Film Industry, since World War I, and on through the years of peace, during and following World War II, the members of the American Legion accepted the free services of members of our industry, and the millions of footage of free films sent for their service and entertainment, and not one foot of film, or one performer was refused exhibition, because it was suspected that he, she, or the film had a red or pink association.

Having taken, and still taking all that the American Film Industry can give of itself in human and film services, the American Legion now joins in the communistic cry, and would introduce mob-rule through picketing, certainly not in tune with the aim of its constitution, "to promote peace and good will on earth."

I do not know how closely allied the American Legion is to the U.S. ministry of defense, but I imagine, that among its members are many who are in the Reserve Army, and many others, who are subject to first army call. There must be some connection between the ministry of defense and the American Legion.

Taking into consideration the possibility of such a connection, and taking into consideration the fact, that the Minister of Defense is a Government Representative, are we to believe that the U.S. government approves of the action of the American Legion?

The American Film Industry must be possessed of an indestructible vitality, because it still lives healthily despite the efforts of its own American politics and American politicians, its own film members to undermine it, at home and abroad.

It appears to be the proverbial "political patsy" for everyone and for everything. Despite the billions of dollars it has paid to Uncle Sam in taxes, and is still paying, despite its services in War and in Peace, despite the fact, that it has opened more foreign doors for American trade and commerce than any other medium of salesmanship and marketing, it has had more governmental and judicial investigations, more restrictive legislation, more specialized taxation, more free demands made on it than any other American industry in operation in the United States.

Paul Ginsberg, National Commander of the Jewish War Veterans, is reported to have made this statement, "we have not endowed ourselves with the right to dictate what kind of pictures producers shall make, nor do we regard ourselves as specially mandated to tell exhibitors what kind of pictures they may show."

The National Commander of the J.W.V. further advised, that a strictly enforced regulation forbids picketing or other public action by any J.W.V. unit on controversial issues without an okay from the national headquarters.

Who and what is behind this interest of the American Legion on the subject of alleged communists in the American Film Industry?

It looks as if someone may be using the American Legion to make a "political patsy" of the American Film Industry, for I do not believe that this idea of picketing was a spontaneous and natural combustion of the American Legion.

Perhaps, the members of the American Legion have a real complaint for agitation, and the "red bait" has been thrown to them, to divert them from organizing in their own service, for some justifiable remedy?

When Nero set fire to Rome, he blamed it on the Christians, and diverted the mob's anger, from himself, by permitting the Romans to murder the Christians.

For whom and for what, again I ask, is the American Motion Picture Industry being thrown to the lions?

I note, that Mr. Eric Johnston, is having a meeting with the studio heads and important production personnel, on the question of the American Legion's accusations and threats.

The national headquarters, of the American Legion, is reported to have submitted a long list of names of motion picture workers, who it alleges have been identified with communistic fronts, and the Legion has demanded that something be done about their elimination from production, or else the Legion will take up a country-wide picketing of pictures whose credits include one or more of the persons named in their lists.

This is the first time, that I have heard of an association making such a demand with a threat! Is this not a form of blackmail?

Who has judged those named on the list, and who has pronounced them guilty?

Is the American Legion the prosecutor and the Judge, plus the judgment, a combination of one, the latter which lists a name, prosecutes the owner, judges the owner, pronounces sentence on the one so named, and threatens the jury, which has had no voice with the verdict given, that unless the jury condemns the person named, by taking away from such person, a means of livelihood, the American Legion will deprive certain citizens of the United States from conducting their respective enterprises, thus depriving these other citizens, also, of their means of livelihood.

To confer with those who threaten is to acknowledge their power to carry out their threat.

I know, that I am a persistent person, but who among us, has read the Constitution of the American Legion concerning their right to accuse and name, without trial, as guilty, those who are on the lists of the American Legion as having communistic leanings or affiliations?

Has the American Legion a Constitutional right to picket an industry nationally on an accusation?

Has the American Legion the legal right to deprive a man or woman of a means of livelihood?

Can the American Legion furnish evidence to substantiate its accusations? When was such evidence obtained, by whom, and from where?

Was this evidence, alleged to be in the possession of the American Legion, in its possession during the House Un-American Activities Committee's investigations? Why was not this evidence presented to the House Un-American Activities Committee by the American Legion?

Is it not possible to obtain an injunction to restrain the American Legion from organizing a nation-wide picketing, since such picketing interferes with interstate trade and commerce?

A love of caviar and vodka does not indicate a communistic ideology, nor does the approval of Russian ballet, Russian language motion pictures, Russian symphonic compositions, Russian composers, artists, authors, a love of peace, and a hatred of war, give to anyone's complexion a reddish burn, nor does it make one's thinking project itself with a red glow.

I still remember how sad I was when Russia became Hitler's ally, and how glad I was when Russia joined the United Nations, and gave Hitler "the works," the latter not caviar and vodka, but the "scorched earth."

There are a few things happening today in South Africa, that are very reminiscent of Hitler's rise to power. What about the position of the Film Industry, how secure is it?

The world of thinking people might help to save itself, a bath of blood, if it turned its eyes and its thinking on South Africa, to the millions of natives of that country, white, brown and black, who may be waiting for a Messiah, or Deliverer on a White Horse, perhaps, a black-skinned Messiah on a black horse; for white, brown, or black, or red-skin, the Sculptor Who Modelled the form of mankind, and painted man in a coat of many colors, did not ordain for one color, dominion over earth, and for another color, the deprivation of human rights, the degradation of slavery and the pain of death.

White King or Black Slave, the de-

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Red Herring or Red Bait

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scent into tomb or grave is accompanied by the chant of "dust unto dust, ashes to ashes."

I wonder when I reach "the other shore" will I see any faces of black angels? You may argue, that in the Kingdom of Heaven, there are no blacks or whites, that all angels are white. But, if there is no difference, why should not all angels be black, why must they be white, unless being white is a preferential treatment not ordained for those who have black skins, and which causes white people to attribute to themselves a superiority?

This theory, or ideology is contradictory to my conception of the Fatherhood of God and the Brotherhood of Man, and therefore, out goes this insult to the Fatherhood of God, out it goes from my soul, my brain, and my body.

For the services, which the members of the American Legion have given to the world, I am grateful, and I remember these services, but he, who speaks as Alexander Selkirk spoke, in a poem by Cowper, "I am Monarch of all I survey, my right there is none to dispute, from the Centre all round to the sea, I am lord of the fowl and the brute," expresses a disservice to the world, and out with such disservice, not tomorrow, but now.

Variety Clubs 16th Annual Convention

The program of events for the 16th Annual Convention of Variety Clubs International scheduled for Las Vegas from April 28th to May 1st will be completed this week, according to Jake Kozloff, chairman and Ben Goffstein, Local Chief Barker. Reservations received so far indicate record attendance.

The theme of the Variety Convention will be the famous "Howdy Podner" which has become a by-word in this young and vigorous resort area. Barbecues, horseback riding, fishing and boating on Lake Mead, tours through Hoover Dam, radio shows, a fashion show and dinners at the five "fabulous" hotels, the Flamingo, the Last Frontier, the Thunderbird, Wilbur Clark's Desert Inn and El Rancho Vegas, where America's finest entertainment will be featured, are among the rewards for those attending.

Various motion picture studios have indicated that their stars will be in attendance and international representatives of Variety are expected to make journeys from Tokyo, Dublin, London, Toronto and Mexico City to join in the fun.

The Humanitarian Award banquet is scheduled to be held at the Flamingo Hotel, with national and state dignitaries expected to attend.

Manon, French, with English titles, establishes record run for French language picture in Toronto, in its 6th week at Astor; a Cardinal release.

●

African Queen, U-A Technicolor adventure, is first picture, in history of Fox International circuit, to open at four theatres in Denver same day and date, in May.

●

Ben Kalmenson, Vice-Pres., Warner Bros., in charge of distribution, calls for continuous performance of aggressive showmanship by exhibitor and distributor in present day markets.

●

King Kong and Leopard man to be reissued by RKO.

●

Paramount's, Aaron Slick from Punkin Crick, a Technicolor musical had its premiere last Friday at Globe Theatre, N.Y.

●

Joseph Mankiewicz to direct La Boheme for Metropolitan Opera House next season.

●

Betty Hutton, star of the Cecil B. DeMille-Paramount, The Greatest Show on Earth, may establish RKO Palace vaudeville show record $60,000 for 14 shows — Judy Garland did $51,000 for 12 shows.

●

Report that Louis B. Mayer may acquire Howard Hughes' distribution intersts, following meeting of representatives at coast.

●

Vitascope Corp. of America, headed by Sol Lesser, has exclusive rights to French photographic invention — Paramount buys 50 per cent interest in the company.

●

M.G.M. preparing to be host to 100 important exhibitors on three-day visit to coast studio, with chartered planes providing transportation from central points.

●

Paramount's The Greatest Show on Earth, to be its 1952 top grosser — $2,500,000 gross so far for 1951 playdates.

●

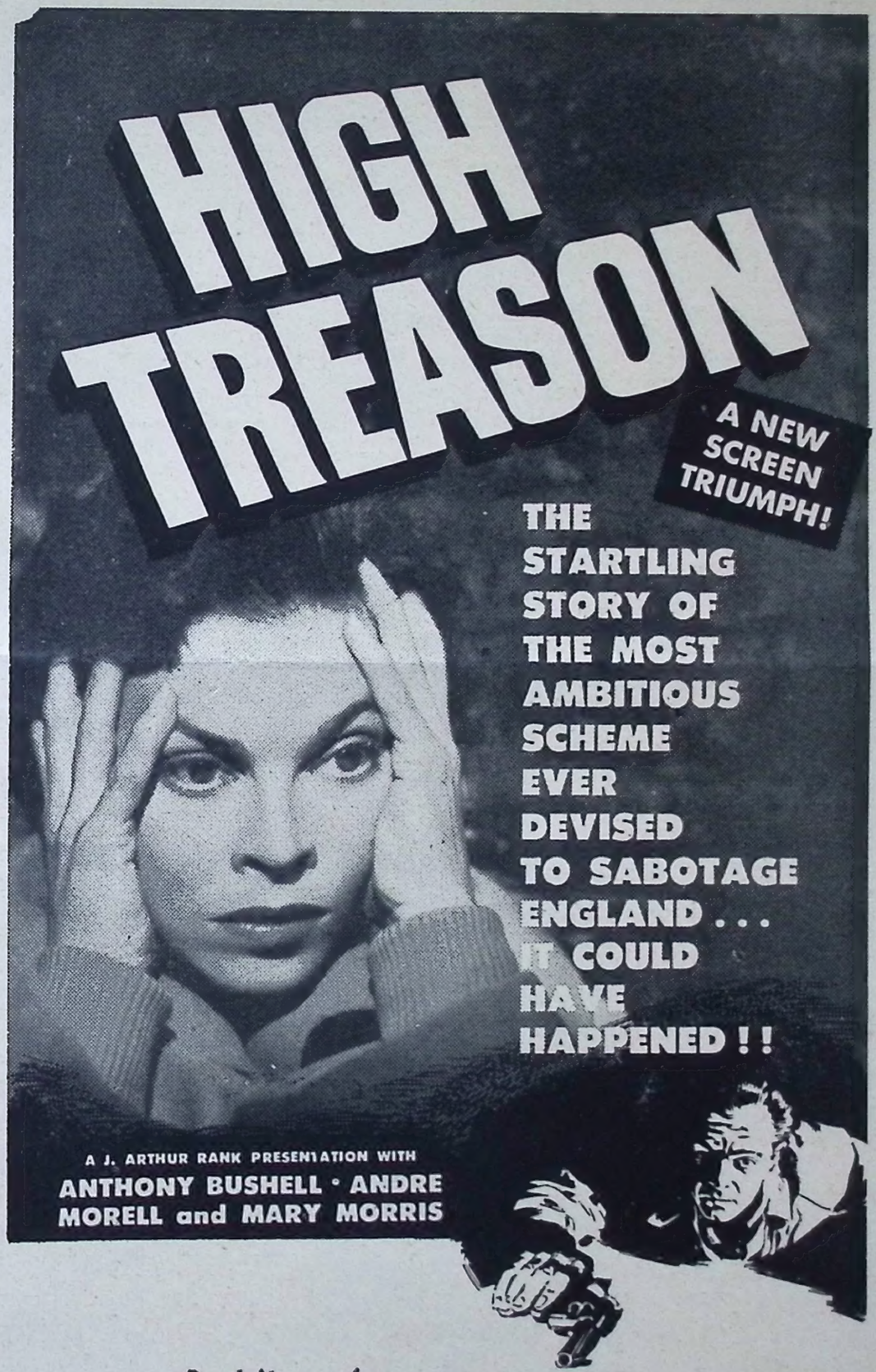
Majors buy Italian Films for U.S. and other markets, including Canada. Meanwhile Independent distributors have hefty Italian backlog.

●

20th Century-Fox, Five Fingers, still has Eglinton Theatre box-office in its hand and in its 6th week.

Trade And Lay Press—They All Agree...

"FIRST-CLASS BOXOFFICE PROPOSITION" — Film Daily . . . "PACKS A TERRIFIC PUNCH" — Showmen's Trade Review . . . "LOOMS AS A MONEYMAKER" — Variety . . . "THE ACTION FANS SHOULD BE COMPLETELY HAPPY" — Jack Karr, Toronto Star . . . "TOP-NOTCH THRILLER" — Alex Barris, Toronto Globe & Mail.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O. J. Silverthorne, Chairman Ontario Censor Board Presents Annual Report

The annual report of O. J. Silverthorne, chairman of the Ontario Censor Board and Theatre Inspection Branch, was presented to the Hon. L. M. Frost, Q.C., Prime Minister and Provincial Treasurer of Ontario:

"The Department of Motion Picture Censorship and Theatre Inspection submits its annual report for the fiscal year ended March 31, 1952.

"During the year departmental censors received 461 feature length subjects, which were made in the United States; 61 feature length subjects produced in Great Britain; 34 feature subjects in other than the English language, which were of French, German, Italian, Mexican, Japanese, Jewish, Slovakian, Swedish and Russian origin.

"Supervision of sixteen millimetre film remains an important phase of the Department's functions. Exhibited in halls and community centres of the Province, these films are almost entirely in the English language, although there were feature subjects sent to us from Czechoslovakia, Finland, Germany, Hungary, Poland, Russia and Balkan countries.

"Films reviewed by the Department which are regarded as unsuitable for children are classified as "Adult Entertainment". The "adult" classification is only intended as a guide to parents in choosing entertainment for their families. Official agencies of the Motion Picture Industry have provided full cooperation in the enforcement of departmental policy in properly advertising all classified films.

"Decisions on feature length subjects were: United States, released in entirety 404; treated 20; classified 28; classified and treated 7; rejected 2, British: released in entirety 48; treated 8; classified 1; classified and treated 4. Foreign language: released in entirety 21; treated 4; classified 6; classified and treated 3. Attention should be drawn to the circumstances surrounding the rejection of two feature length films produced in the United States. Both of these were made by independent companies not associated with the Motion Picture Producers Association of America and, therefore, not subject to the self-policing agency of the organization. These films were lewd in content and it was believed that they could not be made acceptable by treatment.

"From time to time the Department has commented on trends in motion picture entertainment and communicated to producers in the United Kingdom and the United States the official reaction to new developments. By assessing the film in terms of the public interest and social impact it is believed that a useful service has been provided to the producers and there is evidence that some result has been obtained from this policy. Entertainment reviewed during the year may be said to have attained a high level in good taste and skillful handling of adult themes. It is also noteworthy that less material of an objectionable character was observed than ever before.

"In fact, for the first time in the history of this Board, all the films pro-

(*Continued on Page* 10)

With a Song In My Heart

Racking up top first week gross figures around the country, 20th Century-Fox's, With a Song In My Heart, continues its record-breaking pace in Canada, with reports from eighteen key cities showing it ahead of previous company hits by margins as high as 120 percent.

The Technicolor biography of singer Jane Froman is eclipsing Mr. Belvedere Goes To College, Halls of Montezuma, and Cheaper By The Dozen, at the Capitol, Quebec; Dominion, Victoria; Paramount, Port Arthur; Royal, Guelph; Capitol, Regina, and the Capitol, Winnipeg.

Also the Loew's, Montreal; Capitol, Edmonton; Orpheum, Vancouver; Sheas, Toronto; Paramount, Halifax; Palace, Windsor; Paramount, St. John; Capitol, Brantford; Capitol, Sudbury; Victory, Timmins; Capitol, Three Rivers, and Capitol, North Bay.

The Greatest Show on Earth

Paramount and the Helbros Watch Co., with 7,000 retail outlets throughout the U.S., have completed arrangements for a public service promotion benefiting the Daymon Runyon Memorial Fund for Cancer Research.

Betty Hutton and Dorothy Lamour, two of the stars of Cecil B. DeMille's "The Greatest Show on Earth," and Bob Hope, star of "My Favourite Spy," are featured in Helbros newspaper and magazine ads and jewelry store displays announcing that a portion of the price of each watch sold will be donated to the Runyon Cancer Fund. Twelve watches are earmarked exclusively for the promotion and are specially boxed, packaged and tagged.

FLASH!

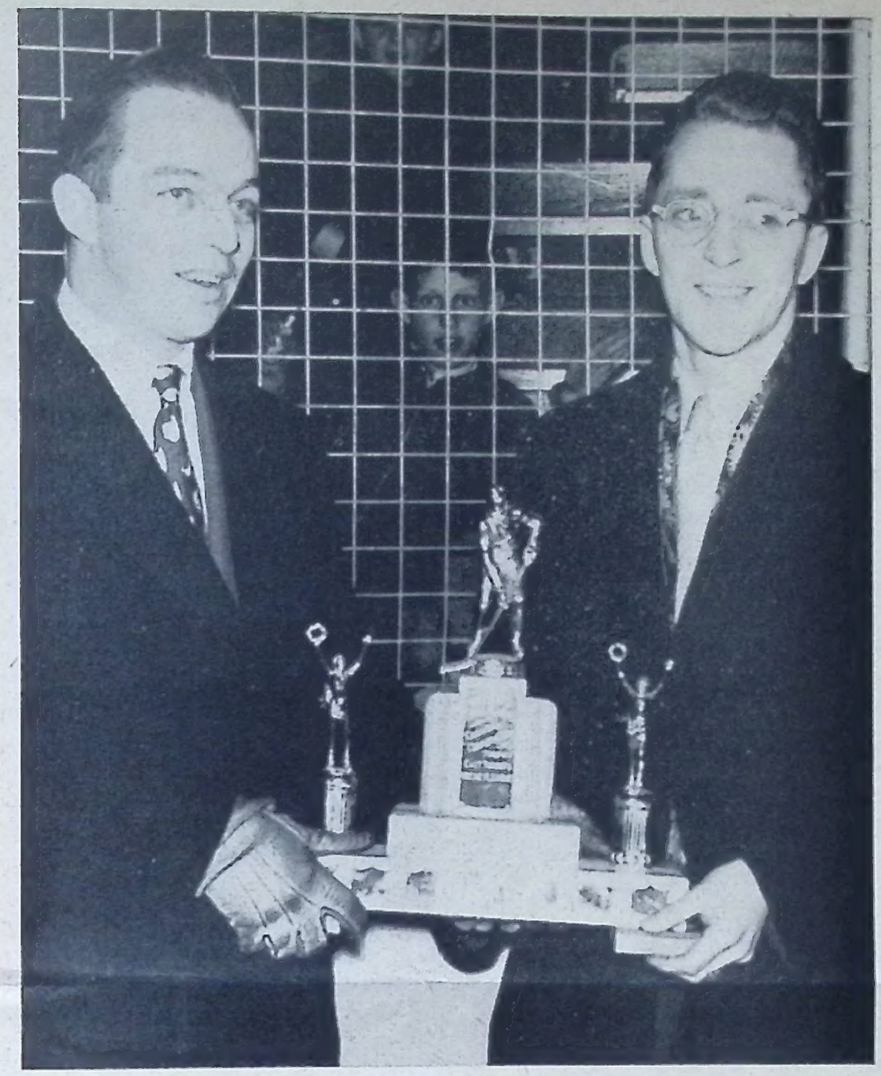
D. Griesdorf has announced the appointment of E. G. Forsthye as assistant general manager of Odeon Theatres of Canada Ltd.

The presentation of the Canadian Film Awards will take place at the Victoria Theatre, Toronto, Sunday, April 27th, with J. J. Fitzgibbons, CBE presiding as chairman. Crawley Films, Newfoundland Scene gets the FILM OF THE YEAR Award.

Johnny "China" Cohen told the Digest a secret in an Irish whisper so that the whole world could hear. He has the world famous Wm. Rogers silverware made by the International Silver Co.

Goldwyn renews RKO distribution pact for an additional five years.

J. J. Fitzgibbons, President of Famous Players Canadian Corporation, presenting the Famous Players Trophy for High Scorer in the East Toronto Hockey League to Norm Gray of the Kingston Road Hockey Team.



J. J. Fitzgibbons, Jr., General Manager of Theatre Confections Limited, and President of the East Toronto Hockey League, presenting the Famous Players Trophy for League Champions in the East Toronto Hockey League to James Lacey, Manager of the Kingston Road Hockey Team.

J. J. Fitzgibbons, President of Famous Players Canadian Corporation, presenting the Famous Players Trophy for the Best Goal Tender in the East Toronto Hockey League to E. Foster of the Warehousing Hockey Team.

Italian Film Breaks House Record at Loew's State

Vittorio De Sica's, Tomorrow Is Too Late, an Italian film with English titles, opened at the Loew's State, New York on Good Friday, and broke the records of the house for the first three days. This is the first time a foreign language picture has had a major theatre first-run in New York. The film stars Pier Angeli (MGM's Teresa star) and Vittorio De Sica of Shoe-Shine fame.

News From the Theatre Front

The Rex Theatre, Tecumseh, former owner, Jas. Brown, new owner Miss R. M. Hooper. The Wheatley, Erie, former owner, H. Kankin, new owner, Jack Dean.

The following Drive-In Theatres in which Jerry Campbell has been interested have now been taken over by A. J. Rosenberg, who fomerly had some interest in these Drive-Ins: Dufferin Drive-In, Toronto; Guelph Drive-In, Guelph, Ontario; Soo Drive-In, Sault Ste. Marie, Ontario; Melrose Drive-In, North Bay, Ontario; Stratford Drive-In, Stratford, Ontario.

The Winning Team

Mrs. Grover Cleveland Alexander, wife of one of baseball's greatest pitchers, arrived in New York last Thursday from Washington, D.C. to begin a series of broadcast appearances in behalf of Warner Bros., The Winning Team, which stars Doris Day as Mrs. Alexander, Ronald Reagan as Alex the Great and Frank Lovejoy as Rogers Hornsby.

Airwave appearances set to date for Mrs. Aelxander during her week's stay in New York prior to continuing her nationwide tour of cities where major and minor league baseball seasons are getting under way include the Cathy Norris Show, Luncheon at Sardi's, Jimmy Powers Show, Paula Stone Show and the Betty Crocker Show. Mrs. Alexander will also be interviewed by sports editors and columnists of the New York dailies.

COMPO's Tax Committee Augmented

Alfred Starr of Nashville, representing TOA, and William C. Allen of Baltimore, representing National Allied, have been added to the admissions tax committee recently appointed by the COMPO Executive Committee. The committee is headed by Robert J. O'Donnell and Colonel H. A. Cole, both of Dallas.

O. J. Silverthorne Annual Report

(*Continued from Page 8*)

duced by one major motion picture company were passed for release without classification or treatment of any kind. The company in question submitted 47 feature length films covering a broad range of subject matter, all were found to measure up to the highest standards of the Department. The achievement of this company is a tribute not only to the judgment of the producers, but also to the Motion Picture Producers Association of America and its Production Code. The advantages to a producer who makes a thoroughly acceptable type of entertainment are obvious, including a certain prestige as well as the satisfaction of profitable operation. The advertising which accompanied the above features was in equally appropriate taste.

"A major British producer also deserves recognition for the impressive quality of films from his studio reviewed during the year. In only three instances was it considered necessary to treat sequences in his films. In recent years British films have required a great deal of treatment and re-editing. The past year, therefore, was something of a milestone in the experience of the Department. It reflects an impressive development in the maturity of consideration given to production in the United States and the United Kingdom.

"In response to a request from a leading British producing company officers of this Department (on a voluntary basis) have been providing a preproduction advisory service to the studio. Motion picture scripts are sent to us by the producer for preliminary examination and comment. Dialogue is examined for phraseology which might be misinterpreted and, occasionally suggestions are made for variation in treatment. The opportunity to scrutinize scripts in advance has been a convenience to the Board and according to the British producer, has been a most useful guide in making the films. For example, during the fiscal year 1944-45, 37 British features were submitted for review, a total of 270 excisions were made by the Board. The following year we undertook the pre-production reading of scripts. By comparison, in the year just completed—only 36 eliminations were made in the 62 features reviewed, an amazing accomplishment. The producer has also learned that Ontario's scrutiny of his product has greatly assisted him in presenting his film subjects to the American public.

"On occasion, during the year, when called upon to review films which have departed from familiar patterns, the Board has availed itself of the knowledge and experience and panels composed of representatives of the Protestant, Roman Catholic and Jewish faiths, women's organizations and of other groups of persons who understand the functions of the Board. It is with some degree of satisfaction a panel recently took the view that, while there were films which were undesirable, The Board, with commendable wisdom had met the difficult problem of satisfying the public.

"In accordance with Regulation 90 (2) of the Theatres and Cinematographs Act, which states: "No person shall use or display any film advertising matter and no person in charge of a film exchange shall send out any such matter for display purposes unless it has been approved by the Censor of Advertising", 25,951 pieces of advertising were submitted to the Board as compared with 38,009 during the previous fiscal period. The number of pieces rejected totalled 314, and, of these, 30 pieces were amended or treated in such a manner as to be satisfactory to the Board. For the most part the rejections were made because of the excessive display of firearms.

"Restrictions imposed by the Federal Government on building materials affected theatre construction during the fiscal year; only two new theatres were completed and these were under construction prior to the ban on steel for such uses. The outlook for new construction in the coming year is not promising, but it is expected that there will be considerable remodelling. A number of the older theatres were redecorated and enlarged; well equipped rest rooms were built, entrances modernized and attractive refreshment counters installed.

"Departmental inspectors, in carrying out their duties, concentrated on greater precautions for public safety, improvement in sanitation and on an educational program to improve the proficiency of theatre staffs.

"Frequently our newspapers report theatre disasters or near disasters in other parts of the world. Ontario has been free of such distressing experiences due to constant checking by our inspectors and the cooperation of the majority of theatre owners.

"Items of importance are being drawn regularly to the attention of Exhibitors; safety trailers have been presented instructing the audience in proper procedure in an emergency; circulars have been sent out requesting frequent examination of exits and lighting; managers have been reminded to have thorough checks made of heating appliances and to keep their theatres free of inflammable materials; electrical wiring has been checked by Hydro representatives; ceilings examined for soundness of plaster and supports; fire fighting appliances have been ordered for locations where fire hazard exists; local officials have been requested to make frequent visits to theatres, particularly representatives of Police and Fire Departments, both of which have been most helpful.

"A new type of film of a less readily inflammable and less hazardous nature has been adopted for theatre use and its handling requires special attention. In this regard circulars have been forwarded to projectionists as well as publications dealing with the care, storage and handling of this type of film. In spite of the introduction of this "safety" film we continue to emphasize the importance of constant vigilance in the enforcement of regulations.

"One circus from the United States operated in the Province during the summer months, in addition to a number of Canadian carnivals. Due to the nature of their operations it is not practical to give supervision from a central point, however, carnivals are checked closely by Provincial Police Officers and Municipal Officials.

"The members of the Board and Staff wish to express their appreciation to you, as head of the Department, and to your Ministers, Deputy Ministers, Controller of Finances and officials of different Departments of the Government, for valued support and cooperation at all times."

The Digest has presented Mr. Silverthorne's Annual Report in full, since so much of the information contained therein is of interest and importance.

We note that one major company's entire list of 47 feature length films were passed without classification or treatment of any kind. We have been endeavoring to ascertain which company had 47 features to submit, and had attained this degree of perfection, after making certain inquiries, we believe we have tracked down the company to M.G.M. and this is an event which makes motion picture history.

We, also, note the tribute made to a major British producer, and we believe that this is the J. Arthur Rank Films' contribution. Another point of interest is the examination of scripts by the Censor Board for a leading British producing company, on a voluntary basis, which treatment reduced the necessity of deletions after the pictures had been produced.

Out of 25,951 pieces of advertising, the number of pieces rejected totaled 314, and of this latter number 30 pieces were treated and found acceptable.

The Digest extends its compliments to Mr. Silverthorne, and the Ontario Board of Censors for a comprehensive and informative report, and is pleased to observe the tribute paid to the motion picture industry by the Treasury Department of the Ontario Government, "Entertainment reviewed during the year may be said to have attained a high level in good taste and skillful handling of adult themes," all of which backs up the motion picture industry's slogan, "Movies are better than ever".

CAPITAL STORY

By BILL McLAUGHLIN

The spectre of television is slowly casting its shadow over this city which, so far, has been singularly free of TV as a competitor to the movie theatre. The Bell Telephone Company is building a TV station atop its headquarters at the corner of O'Connor and Queen streets for the Canadian Broadcasting Corporation to service the city and the Ottawa Valley when the new home entertainment medium becomes available. Work on the aerial tower is well advanced and when completed will be the highest spot in Ottawa, next to the Peace Tower on Parliament Hill.

Movie-goers are being treated to some of the finest productions seen this pre-Summer season in a long while. At the moment are Singin' in the Rain, With A Song in My Heart, Room For One More, The River, Jack and the Beanstalk, Meet Danny Wilson and Aladdin and His Lamp. All uptown first-runs, and each one a potential hold-over.

Special shows for the youngsters during the Easter holidays brought many added dollars to the coffers of the Uptown Capitol and Centre theatres. Manager Ray Tubman entertained thousands of happy kids with an All-Cartoon performance on Easter Monday morning, an annual event at the Capitol Theatre. Manager Frank Gallop continued his morning showings of Roy Rogers and Trigger right through the week to big business.

Shuttered during the late Winter and Spring months, the Gatineau Country Club, owned and managed by Joe Saxe, is back again with a floor show headlined by Day, Dawn and Dusk. Opening night brought out an over-flow of night-club addicts from Ottawa and Hull.

Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL & NORTOWN
The Las Vegas Story (RKO) with Jane Russell and Victor Mature.
LOEW'S
Second Week. Lone Star (MGM) with Clark Gable and Ava Gardner.
UPTOWN
Second Week. Ma and Pa Kettle at the Fair (E-U) with Marjorie Main and Percy Kilbride.
SHEA'S
Second Week. With a Song in My Heart (20th-Fox) Technicolor with Susan Hayward.
EGLINTON
Sixth Week. Five Fingers (20th-Fox) with James Mason.
UNIVERSITY & NORTOWN
Sailor Beware (Para) with Dean Martin and Jerry Lewis.
ODEON-CARLTON
Second Week. The Marrying Kind (Col.) with Judy Holliday.
HYLAND
Second Week. Encore (Para).
VICTORIA
Phone Call From A Stranger (20th-Fox) with Shelley Winters and Gary Merrill.
INTERNATIONAL CINEMA
Seventh Week. Fun For Four (IFD) with Audrey Heburn and Joan Greenwood.
TOWNE CINEMA
The Emperor's Nightingale (Alliance) Color.
DOWNTOWN
Okinawa (Col.) with Pat O'Brien.

MONTREAL

CAPITOL
Second Week. Sailor Beware (PARA) with Dean Martin and Jerry Lewis.
LOEW'S
Second Week. With A Song In My Heart (20th-Fox) Technicolor with Susan Hayward.
PALACE
Bend of the River (E-U) Technicolor with James Stewart and Julia Adams.
SNOWDEN-OUTREMONT
Second Week. Flesh and Fury (E-U) with Tony Curtis and Jan Sterling.
PRINCESS
Rancho Notorious (RKO) Technicolor with Marlene Dietrich and Arthur Kennedy.
ORPHEUM
For Men Only (20th-Fox) with Paul Henreid.
IMPERIAL
Steel Town (E-U) Technicolor with Ann Sheridan and John Lund.
AVENUE
Second Week. Snow White and the Seven Dwarfs (RKO) Technicolor.
KENT
Second Week. Snow White and the Seven Dwarfs (RKO) Technicolor.

WINNIPEG

CAPITOL
Second Week. With A Song In My Heart (20th-Fox) Technicolor with Susan Hayward.
ODEON
Room For One More (WB) with Cary Grant and Betsy Drake.
GAIETY
A Stretcar Named Desire (WB) with Vivien Leigh and Marlon Brando.
VALOUR
Twelfth Week. The Worm's Eye View (Astral).
LYCEUM
Snow White and the Seven Dwarfs (RKO) Technicolor.
DOMINION
Thunder on the Hill (E-U) with Claudette Colbert and Ann Blyth.
GRAND
Bagdad (E-U) Technicolor with Maureen O'Hara and Paul Christian.
MET
Singin' In The Rain (MGM) Technicolor with Gene Kelly and Debbie Reynolds.
GARRICK
Second Week. Bend of the River (E-U) Technicolor with James Stewart and Arthur Kennedy.
RIALTO
Red Canyon (E-U) Technicolor with Ann Blyth and Howard Duff.

CALGARY

CAPITOL
Viva Zapata (20th-Fox) with Marlon Brando and Jean Peters.
PALACE
I'll See You in My Dreams (WB) with Doris Day and Frank Lovejoy.
GRAND
Treasure of Lost Canyon (E-U) Technicolor with William Powell
UPTOWN
My Six Convicts (Col.) with John Beal.
STRAND
The Racket (RKO) and As You Were (Cardinal).

SAINT JOHN

CAPITOL
Two Dollar Bettor (Alliance) with John Litel and Marie Windsor and Man in the Saddle (Col.) Technicolor.
PARAMOUNT
Death of a Salesman (Col.) with Fredric March.
STRAND
Room For One More (WB) with Cary Grant and Betsy Drake.

VANCOUVER

VOGUE
The Man in The White Suit (E-U) with Alec Guinness.
CAPITOL
The Belle of New York (MGM) Technicolor with Fred Astaire and Vera-Ellen.
STRAND
Second Week. Snow White and the Seven Dwarfs (RKO) Technicolor.
ORPHEUM
Second Week. With a Song in My Heart (20th-Fox) Technicolor with Susan Hayward.
CINEMA
Flaming Feather (Para.) with Sterling Hayden.
STUDIO
Second Week. La Ronde (IFD).
PLAZA
Flame of Araby (E-U) Technicolor with Maureen O'Hara and Jeff Chandler.
PARADISE
Flight to Mars (Mono.) Technicolor.

Prairie News

By BRUCE PEACOCK

A $75,000 Saskatchewan Government insurance office loan to Phil Bodnoff, Regina and Weyburn theatre operator, was the subject of a stormy session in the legislature's crown corporations committee recently.

Saskatchewan' provincial treasurer, C. M. Fines, tabled cancelled cheques of Mr. Bodnoff's totalling $18,764 and said they showed opposition members were "incorrect" in implying some of the loan might have been used on Bodnoff's Sunset drive-in theatre in Regina.

Mr. Fines and Premier T. C. Douglas have an interest in the drive-in.

Mr. Fines said the entire amount of the cancelled cheques was spent in connection with Mr. Bodnoff's two theatre's at Weyburn.

He observed that at a previous committee meeting $58,500 of the $75,000 loan had been accounted for. That left $16,500 to be explained and the 1950 cancelled cheques, in his opinion, showed that more than this balance had been spent on the two theatres for which the loan was made.

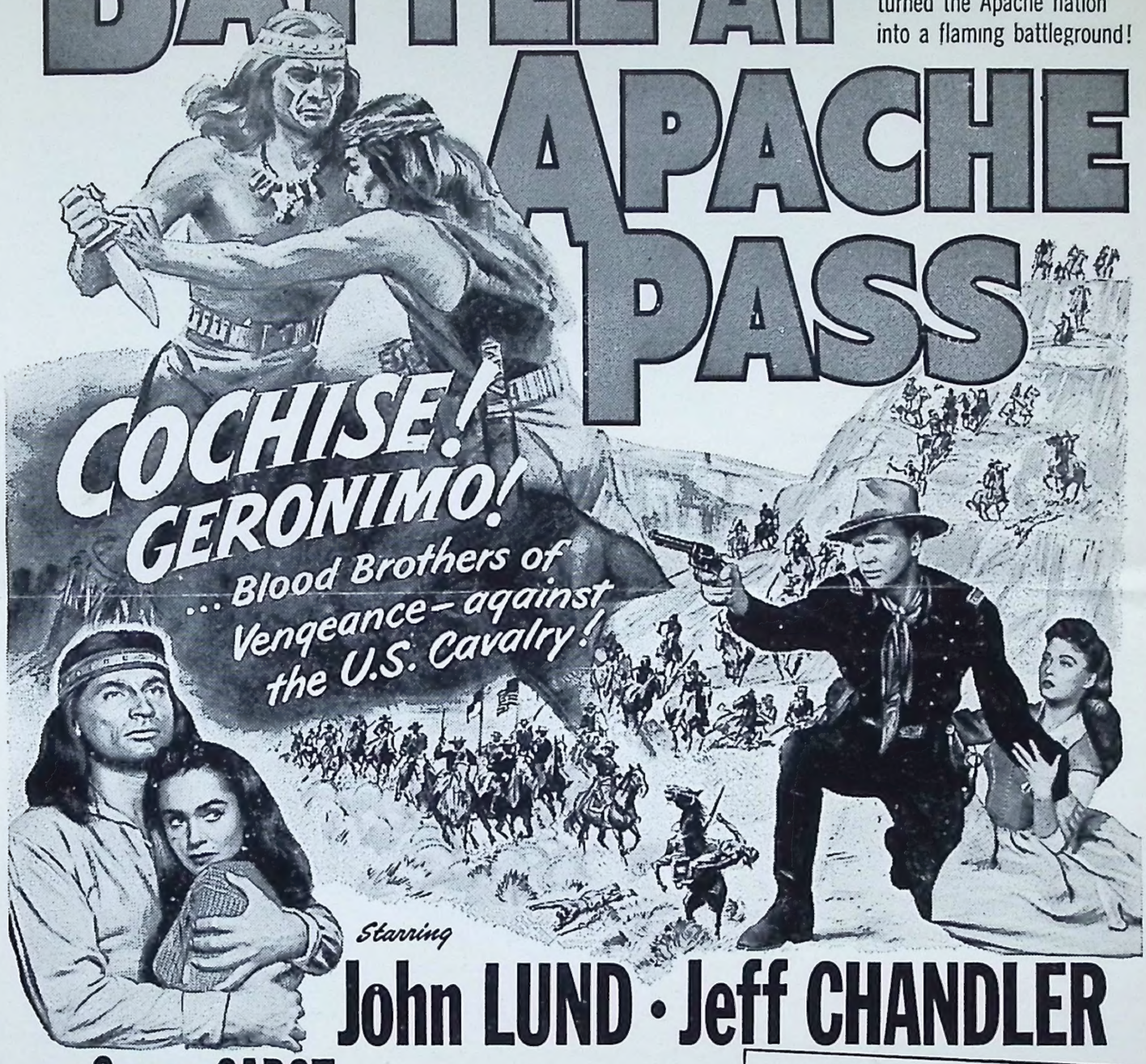
Liberal committee members objected strongly to the tabling of the cancelled cheques. They contended the action was out of order and "proved nothing."

STORAGE / VOUTE

THE BATTLE AT APACHE PASS

COLOR BY Technicolor

The story of a great love and a greater hate—that turned the Apache nation into a flaming battleground!



Starring

John LUND • Jeff CHANDLER

with **Susan CABOT** • **BRUCE COWLING** • **BEVERLY TYLER**

...AGAIN AS "COCHISE"—the role in "Broken Arrow" that won him an Academy Award nomination!

Directed by GEORGE SHERMAN • Screenplay by GERALD DRAYSON ADAMS • Produced by LEONARD GOLDSTEIN • A Universal-International Picture

Universal International

Another Hit From

Empire - Universal Films Ltd.